

Combined Fund Drive Committee Meeting

April 21, 2009 9:00am – 2:30pm

University of Washington Tacoma – GWP Room 320

Tacoma, Washington

Call to Order/Introductions

The meeting was called to order at 9:07 by Tom Haines, Chair. Introductions were made.

Committee Members Present

Carol Trisko, Mary Henley, Melanie Reynolds, Tom Haines, Kathy Kimbel, Dean Spear and Robbie Paul.

Guests Present

Pat Lanning, Miriam Castro, Barb Bocek, Mellicia Marx, Lynne Jordan, Tracy Spring, and Kerri Everly

Staff Present

Randy Ryan, Clayton Harris, Kathryn Varon-Loes, Scott Turner, Heidi Jones.

April 21, meeting minutes

MSA the 3/3/2009 minutes with changes.

Motion to approve by Dean, and seconded. It was noted that Tracy Spring and Rachel Vane were present at the March 3, 2009 meeting.

Financial Statement

Heidi went over the financial statement. She is still working from a Fiscal year to Calendar year; CFD expenditures are still going down for March and April currently they are about the same as January and February. The CFD did an excellent job of keeping the costs down. Shrinkage rate for last year was about 5.03%. Reports for this year to date are not ready (Do you know what report this is?).

The special disbursement from 4th quarter of 2007 went out last month. Disbursement for the first quarter of 2009 should be going out next week. The total expenses to date are at 78% of the 18th month period. The financial report looks in great shape.

CFD Program Manager Report

System Application Update

Randy went over the System application update. We are currently working with ISD/DOP to make improvements to the CFD system. The number one priority is to get the check register working smoothly that will allow Kim and Heidi to access the files and tie the checks that came in to the current pay periods. The second priority is to get our volunteers and charities the ad hawk report capability and functionality to create any kind of report out of this system. Some other things that are being looked at are webpage updates, calendar cancel functionality and few other things that were not originally set up with the system. Because they were not part of the original set up these requests must be brought to the governance committee at DOP. They have to approve spending the time to do these things.

Randy, Clayton and Kim will continue to work with the ISD staff on the system needs for the CFD. CFD committee supports these needs as well. The CFD staff would like the committee's input from the charities and volunteers perspective as they look at the reports on what those needs are and how improvements need to be made.

Campaign Leader Training

The CFD staff held a volunteer training class at the DOP on April 3rd. They were able to hold two classes, one morning and one afternoon class. The training was done in four forty five minute sessions. This provided for smaller group training. Randy held an introductory session that went over the basics of the campaign, Clayton went over the marketing and communications, Heidi went over finance and fundraising and Kim led the computer lab with training on how to use the online system. Everyone went through each of the sessions with the opportunity at the end of the training to meet with the staff for Q's & A's. The overall reviews were good. Randy went over the evaluations. The volunteer comments will be used to improve future training classes. The classes and Instructor's received positive reviews.

Washington State University Meeting.

WSU President Floyd called a meeting and asked Randy to attend. The reason for the meeting was to discuss what the CFD campaign at WSU will look like in the future.

One of the concerns was to know that the monies contributed in Eastern Washington came back into Eastern Washington charities. Randy was able to get a report with the percentage of contributions disbursed between the East and West side of the State. President Floyd and the meeting attendees were shown that 82% of the CFD dollars are raised in Western Washington and that 85% of the dollars raised in Eastern Washington stay in Eastern Washington this does not include the Federation monies that is used in Eastern Washington. It was determined that not having a campaign at WSU would devastate Whitman County. President Floyd wants to focus on payroll deductions. There are concerns about how the lack of employees (due to economic layoffs) and the smaller amount of contributions pledged will hurt the campaign and what percentage of the donations will stay local. They have asked if the CFD can come up with some helpful strategies to help their campaign. Randy will be looking at the possible ways to match their dollar for dollar to help with their campaign.

Kathy Kimbel made a suggestion that the committee come up with an objective reason to put in place a system for matching funds with those agencies that will be in need of help in these difficult times. Randy feels this would be a good thing for the budget committee to look at and create a way to evaluate, on a case by case bases the need to match agency dollars for campaigns. This would be presented at the next budget cycle.

The Committee discussed an Inter agency agreement that would contain contracts if any of the agencies were to receive funds. All the contracts that would be discussed in the budget would be performance based contracts. Agencies will need to have a plan on how their campaign dollars will be spent.

Charities gone out of business/Special Emphasis on Campaign/Revisit Fundraising Decision

Randy went over the list of charities that have gone out of business that are members of the Combined Fund Drive. The donors of these charities will be contacted and asked where they would like their contributions sent. It is very likely that more charities will be going out of business due to the economic situation.

The Committee discussed ways that agencies can have fundraising for people in need during these difficult economic times.

There will have to be a policy put in place that will allow agencies to do a fundraiser with a special charity as the beneficiary of the monies collected. The agency holding the fundraiser must have pre-approval before going forward.

MSA for charity fundraiser dollars to go to the CFD non-specified fund unless pre-approval is given by the CFD, but if paperwork is not filled out correctly the fundraiser will be entered as non-specified fund.

At the March meeting a motion was passed to require all dollars raised through fundraisers will be deposited into the CFD Non-Specified Fund. There was discussion on changing that policy.

Motion to approve by Carol, motion seconded by Kathy. Agencies can have a fundraiser for a special charity with pre-approval of the CFD. The motion was amended as “if the paperwork is not filled out correctly the funds will go into the CFD non-specified Fund.”

Melanie added that the committee should have a turnaround time on the pre-approval request. Tom and Randy added that this would be part of the language written in the procedure. The Department of Personnel finance office will approve the process discussed above.

The emphasis of the CFD will remain on payroll deductions.

Old Business

Tom went over the CFD action plan report to determine which plans have been completed and which remain to be worked on

Action plans 1 – 20 have been completed. Randy will send a copy of number seven to Melanie. Actions items that have totally been completed will no longer be listed in the CFD committee pamphlets. They will be archived.

Randy went over the Items that are “Active”.

Twenty items on the list, those that are not complete are as follows:

1 - The committee decided to close it due to the cost.

5 - Is ongoing. The Federations/Charities will get quarterly email to run their reports and help the charities understand how to use them. Some charities are having problems with the reports timing out on them. Charities need to be able to access the charities with one login, not a login for each charity (this is not high on the ISD priority list).

6 - Is ongoing – Work with ISD to complete the Change Requests for the CFD reports.

7 - Barb did not want to send the responsibility chart to Clayton.

8 – Is ongoing; charities will be emailed to update their account information.

11 - Is ongoing – Heidi will be reconciling income/disbursements on a regular basis.

13 - This item is 60% finished, this is something the IT team will have to work on. Page 8 of Barb’s report comments that we need to make sure the systems get fixed and are working for the customers (on line systems, distribution systems and accounting reports).

14 - Tom noted that the # 14 was too generic of a statement. There is a need for a tracking system for reoccurring issues and the resolution of the issues and feedback from the customer.

New language will be included for 13 and 14. The action plan will go to the marketing committee. The action plans need to be detailed to what they are referring to. Make sure there is input for system fixes from live stakeholders and measure stakeholder’s satisfaction with the online system.

Randy will go over Action items still pending and go over them in his Managers report at the next meeting.

Sub-Committee reports

Executive Committee

CFD Governance

Scott went over Barbs report. There is too much vagueness and misinformation in the report. Randy will be sending Barb’s report to volunteers and charities.

Scott also went over the possibility of the Committee being dissolved and an advisory committee be established in its place. The possibility of the CFD being contracted out was also mentioned but there is no concrete news as of yet.

2009 Planning Meeting

An exit strategy will need to be addressed for the June 9th meeting. The committee will need a list of items that will need to be address and the issues that the foundations and charities would like address as well. Scott will inquire if Eva will be able to attend part of the June 9th meeting.

Scott discussed the possibility of the CFD being contracted out. There was not a lot of information out yet regarding this issue.

Electronic Fund Transfers Requirement

MSA to have all charities use the electronic fund transfer system

Motion to approve by Kathy, Robbie seconded the motion. A policy will be developed that will require all charities to use an electronic fund transfer.

Randy went over the Electronic Fund Transfers and adopting a policy that all charities will be required to do in 2010. The CFD staff will work with the current charities that do not have EFT to get them signed up with OFM. There will have to be a revision of the membership application to have Electronic Fund Transfer is a requirement in the application process for membership approval to the CFD.

Write-In Charity Policy

MSA to dissolve charity write-ins

Motion to approve by Kathy, motion was seconded. Employees will no longer be able to write-in a charity that is not a member of the CFD on the contribution form.

Randy went over the charity write-ins and how problematic is has become. A policy will have to be adapted that donors will no longer be able to write in a charity for a contribution. Contribution forms will be revised to remove the charity pledge section on the back of the form.

New CFD Committee appointments

There are a few committee members that have terms ending at the beginning of the year. Randy heard back from the governor's office regarding extending the term of those members through July 2010. Kim Tanaka said that they did not see a problem with approving the extension but, she wanted to wait until the end of the year to address that issue. Melanie will be letting Randy know what subcommittee she will choose to be on.

Finance Committee Report

MSA for approval of the revised budget

Motion was made by Carol; motion was seconded by Kathy to approve the revised budget from 4/16/09.

Carol went over the finance reports with the committee members. She showed two separate budgets, one had a slightly higher spending budget. The CFD Budget was cut drastically in almost every category with some being cut completely from the budget; the budget shows that CFD will be running with approximately a 9.28% for administrative costs. It is yet to be determined whether there will be approval of funds for contracts to bring in help with the 2009 campaign. An 8% shrinkage rate is estimated for the 2009-10 budget. Carol recommends that we go with the slightly higher budget.

Marketing Committee

Clayton presented The CFD campaign report which will be online only. Clayton will revise some of the charts for more detail.

Clayton will make another chart with counties and revise growth charts adding footnotes. He will send out revised charts to committee members.

Clayton and Dean went over webpage changes

New Business

Randy went through the recap of the Action Plans for the July meeting.

#1 - will be to write a policy for the fundraiser to none specified, the Electronic Fund Transfer and the Write In's. This will in the July meeting.

#2 - Randy will send his position description to Melanie. That will be done immediately.

#3 - The two items from the governors report into the action plans. July

#4 - Randy will call for the executive meeting to meet and discuss the action plan, and the agenda for the June 9 meeting.

#5 - We will contact committee members, charities and campaign leaders and ask for input on issues for an exit strategy. This will be done immediately in order to have for the executive committee meeting.

#6 - Scott will invite Eva to the June 9 meeting.

#7 - We will have the drafts of the performance based contracts at the June meeting.

#8 - If time allows we will look at the possibility of doing something special in recognition of

There was discussion on how to have Agencies be accountable for every dollar given for campaign. Contracts need to be Performance based.

Tom wants to see a concrete plan on how WSU will utilize seed money.

There was also discussion on ways to attract new donor's possibility of bringing schools K-12 employees into the CFD.

Election of Officers

Randy sent out an email for those who wanted to run. Two candidates emailed back. The elections were held at the meeting.

Kathy Kimbel was elected Chair and Mary Henley was elected Vice Chair.

Thank yous were offered to Tom for serving as Chair. He will continue to serve as a member of the committee. He offered his assistance to the new chair and vice chair if any questions were to arise.

Meeting adjourned at 2:15

Submitted by

Kathy Varon-Loes